Social media and brand building in China

中国社交媒体格局与教育品牌营销

April 2016
I. China Social Media Landscape
中国社交媒体概览
THE UNIQUE ROLE OF SOCIAL MEDIA IN CHINA

中国社交媒体的独特性

The Chinese Internet & Social Media serve as powerful platform for entertainment, information, and socializing.

Entertainment Sucks
Media Not Trusted
Limited Socializing
The landscape is Unique, Fragmented and Dynamic

特点：独特、分散、多变

2008~2009
2010
2011
2012
2013
2014
2015
“Old School” BBS (Online Forums)
Still important for specific interests (like education)

“传统” BBS（在线论坛）
对特定兴趣社区仍然很重要（如教育）
Topic: LSE Finance VS. HKU Finance

Content: The poster was an applicant who received offers from both LSE and HKU. He couldn't decide and asked for advice. The poster discussed about his own background, future plan, and attitudes with repliers, and made final decision.

Reply:
Why I remember LSE required a 107 for TOEFL....
Continued dominance of WeChat as its role and influence evolves
随着其作用和影响力扩展，微信仍占主导
WeChat (the Facebook of China)
微信（中国脸书）

- 500 million+ active users in a closed network with a newsfeed like Facebook

**WeChat Chat Group**

**WeChat Moments**

**Size/Scale:** 438 million users (Jun 2014)

**Relevance:** In everyone’s pocket

**Characteristics:**
A real-name, closed group social network, which is not confined to the “campus”, or to the lap-top. It can be both “one-on-one” and “one-to many”.
WeChat is the Most Popular Chinese Facebook and WhatsApp

- WeChat combined the SNS function of Facebook and the online chatting function of WhatsApp.

### Newsfeed

**Birmingham Business Journal**

Yesterday at 4:00 AM · 11779

Several Bham companies honored as Alabama Retailers of The Year

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**polaris**

8:41 PM

ok

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**ptblack, Linda*凌薇**

8:12 PM

ptblack: Thank you*

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**File Transfer**

Not a craigslist. Connecting com...

10/8/15

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**Linda*凌薇**

8:08 PM

OK. Will do

---

**Cindy Chiu**

8:08 PM

Ok

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**Subscriptions**

LinkedIn, China: Why don't you get this?

7:38 PM

---

**Cheryl**

7:06 PM

USD 0

---

**Sherry**

7:06 PM

USD 0

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**Sasha Pavici**

6/10/15

Can you come to visit me on Paris or London on weekend...

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**Andrew Nelson**

9/17/15

Sure. What about 10am UK?

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**Sasha Pavici**

6/2/15

Hello! Do like this: http://china-mm.com

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**Sasha**

5/16/15

Any chance of meeting up?

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**Cheryl**

4/12/15

USD 0

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WeChat Public Accounts: A New Type of Media to Leverage and Track
微信公众号：可以利用并追踪的新式媒体
WeChat Public Accounts: A New Type of Media to Leverage and Track
微信公众号：可以利用并追踪的新式媒体

Overseas Education related Organization Account Sample – Australia Education

Account Interface

Account Navigation Highlights
- Click here to get articles related to different level education
- Click here to get articles related to different steps of studying in Australia

Account Content Sample
- Life in Australia
- Overseas Study
- School Application
- Before Departure
- After Graduation

Post Date
- Page Views: 34,382 audience read this article
- Likes: 67 audience clicked ‘Like’

Comments from Readers
Remaining relevance of Weibo as the critical viral pulse
Sina Weibo is the Zeitgeist/ Water Cooler for China
新浪微博仍是目前在中国获取实时资讯的最佳途径

Luxury code in hot Korean TV Show, 
- ‘You Who Came From The Star’

Cheon Song-Yi wearing suit from Chanel Spring 2014

Do Min Joon wearing the coat from Valentino Fall 2014

“Tuhao Gold” (土豪金)
Sina Weibo is the Zeitgeist/ Water Cooler for China

新浪微博仍是目前在中国获取实时资讯的最佳途径

Organization Weibo account resonated with netizens with original documentary

Documentary of Chinese students in UK

University Weibo account leveraged hot content

Hot topic: Blue/black gold/white dress

UK Education

UK Education

University of Glasgow
Weibo remains a Vibrant VIRAL Media where Content Spreads Fast
微博内容传播迅速

@2015

# My Lucky No.5 # : Chanel invite you appreciate the global synchronization of Chanel No.5 TVC “There You Are” acted by Brad Pitt.

Retweets 43,775
Comments 5,342
Exposure 127,991,339
Let’s go to UK together# Something you’d better avoid in UK. (Link).

Samples Replies:
- Don’t take umbrella, the huge wind will break it anyway.
- Don’t eat potato for a year before you go to UK.
- Don’t drink tap water directly, or you’ll lose so many hair that even your mom won’t recognize you.
- Don’t wear German team jersey in London.
Emergence of new formats of expression

社交媒体新热点浮现
Meipai: Emerging Short Video “Vine” of China - a new form of social media in China

Meipai, a Chinese 10-seconds short video app

Meipai is a simple, powerful tool which can edit, add effects and add music to short videos. Users could share their video with others and get inspiration for the next video by exploring those from friends and others around the world.

Luxury brand, Bvlgari, launched official account on it and released 2 short videos featuring ShuQi.

Bvlgari’s brand page on Meipai

Shoot 10-seconds Video with Filter and Music Effect
Share Videos with Friends on Social Media Platforms
Other Popular Short Video APP in China

Tencent - Weishi
Sina - Miaopai
plus.weico
IQIYI - Papaqi
Vlook

Foreign Short Video APP

Yelp  Vine  Taptalk
Nice: Emerging “Instagram” Picture App
Nice：类似“Instagram”的最新拍照应用

Share Pictures with Beautiful Filters
Tag brand or topic in the pictures to show taste

Nice

Nice is an emerging app with over 2 million registered users, sharing 100 thousand photos everyday. Users can tag brand or topic in the picture and share / shaí personal lifestyle with friends. Tags can show users’ taste in a visualized way.

Fashion brands (e.g. Ray Ban, CHOCOOLATE) have cooperated with Nice with incentives, encouraging users to share their photos with brands tag.

Ray Ban’s Cooperation with Nice

1. Upload Photo to Nice
2. Tag ‘Ray Ban’ and campaign theme
3. Share on WeChat or Weibo
4. Win Ray Ban glasses

Netizens shared pictures tagging brand name and campaign theme on Nice and Weibo
Netizens express their good looking side with the tagging of luxury brands.
Mobile Vertical Communities—BBS for the New Generation

New parents-to-be

‘Little Red book’ for overseas purchasers

Cooking app

Female community

@2015

KANTAR MEDIA CIC
II. Overseas Study Buzz Overview
海外留学声量研究
Australia was the 3rd Mentioned Nation among All Overseas Related Buzz

**Buzz Volume of Overseas Education Buzz related to University**

<table>
<thead>
<tr>
<th>Country</th>
<th>BBS</th>
<th>Weibo</th>
<th>WeChat</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>100,912</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>61,076</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>17,878</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Buzz Volume of Overseas Education Buzz related to High School**

<table>
<thead>
<tr>
<th>Country</th>
<th>BBS</th>
<th>Weibo</th>
<th>WeChat</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>14,430</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>6,569</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>1,203</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note
Data Source: CIC Overseas Study IWOM Data Panel Weibo+BBS+WeChat
Data Period: Jul 1\(^{st}\) – Dec. 31\(^{st}\) 2015.
## Different Social Platforms Serve Various Communication Objectives

不同的社交媒体服务于多样的人群

- WeChat, Weibo, and forums were the main stream social media platforms in China currently.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Main Influencer</th>
<th>Content Focus</th>
<th>Sample Quotes</th>
</tr>
</thead>
</table>
| **WeChat** | • Agency (mostly)  
• Organization & School  
• Media | • Agency promotion campaign  
• Overseas study information  
• Various kinds of related service | 澳洲名校面试日 | 你和99%的人做着同样的事情，所以你永远成不了名校1%！ //link Interview day of Australia schools |
| | | | You could never be the top 1% by doing same things with rest 99% people |
| **Weibo** | • Agency  
• Organization & School  
• Media  
• Student | • Agency promotion campaign  
• Overseas study information  
• Students life/emotion sharing | 绿卡，澳洲PwC，双专。至此，澳洲留学生涯再无遗憾！感谢一路帮助过我的人，各位学校的同学，各位打工时的兄弟姐妹！ //link Green card. PwC Australia. Dual degrees. Till now, no regrets for studying abroad in Australia. My gratitude goes to those who helped me along the way—students from various schools and brothers and sisters from work. |
| **Forums** | • Student (mostly)  
• School | • Guide and experience sharing of nation/school/major/application issues  
• Overseas life and experience sharing  
• Multiple-dimension Q&As | 【直播贴】在澳洲的高中留学生活 //link [Live] High school life in Australia |
| | | | <在此开楼真诚为大家的留学生涯提出诚恳的帮助（有问必答）> //link Giving out sincere suggestions to your oversea study life |
| | | | 悉尼的小孩子们从小在海滩玩大，我homestay的奶奶说她上小学的时候就学会了冲浪。 //link Children of Sydney all grow up on the beach. My homestay grandma said that she learned how to surf when she was in elementary school. |

Note: Key Oversea Study influencers include agencies, government organizations, schools and oversea students.
Australia is Attractive to High School Students and Accounting Major Students

Australia was widely considered as the easiest country for immigration after graduation among most popular overseas study nation choices, and many enjoyed livable life there.

Education
- Majors with great chance to immigration: Accounting, engineer, Actuarial Science, Wine, mechanic
- More young students: High school, homestay;
- High value for money if considering immigration by study abroad.

Life
- A livable country: Vacation, sea, lobster, animal, farm;
- Famous for coffee culture;

Others
- Much more easy to immigrate compared with UK and US: Work, Business Immigration, Spouse, family, real estate;
- Loose policy on foreign students take part-time jobs.
III. Industry Intelligence on WeChat Platform
微信平台的行业纵览
<table>
<thead>
<tr>
<th>Account</th>
<th>Australia Education</th>
<th>USA Embassy</th>
<th>UK Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operator</td>
<td>Australian Trade Commission, China</td>
<td>Public Affairs Department, United States Embassy of Beijing</td>
<td>Culture and Education Section, British Embassy, Beijing</td>
</tr>
<tr>
<td>Content Focus</td>
<td>Culture, Education</td>
<td>News, Culture, Education</td>
<td>Education, Culture</td>
</tr>
</tbody>
</table>
| Features | - More focused on high school and vocational education promotion  
- Professional content with attractive headings and entertaining tone | - Less diversified information content; focused on news and light interesting culture  
- Various kinds of activities from professional lectures to leisure activities | - More engaging content like incentive campaigns  
- Abundant and comprehensive education content |
Australia Education account focused more on high school promotion

Australia Education account tended to promote high school and vocational education in Australia with more entertaining tone.

Account Features

- Operated by Australian Trade Commission, China (share related events, alumni information, alumni story, and Australia life and culture)
- Content focus: Culture, Education (a special focus on high school and vocational education)
- Subscription Account
- Average 16 posts/month

More focused on high school and vocational education information (10%)

**Sample Posts**

- "Video | Abundant activities in Australian high schools"
- "Global Youth Wellbeing Index Rankings, Australia ranked No. 1!"

Science article with attractive heading and entertaining tone (17%)

**Sample Posts**

- "Take a look at what nation that invented Wifi does with heartbeat"
- "3D printed house, say good-bye to your small apartment!"
Australia Education related WeChat account promoted Australian high school education, starting with a Global Youth Wellbeing Index Rankings as an engagement trigger.

CIC POV poin

- Whatever kinds of rankings could always trigger engagement from netizens, such as latest university rankings.
- The post started with a ‘Global Youth Wellbeing Index Rankings’ to attract more wider readers, thus had higher possibility to be spread;
- Then started to introduce education, contributing the high wellbeing index to high school education, connecting Australia education with happy youth time in readers’ mind as parents may concern more about children’s wellbeing in abroad.

‘Global Youth Wellbeing Index Rankings’, Australia ranked No. 1! Link Reads: 5,741 Likes: 17
US account leveraged life action/animation to visualize abstract culture content.

CIC POV

- **Life action/Animation** was currently new visualization method, more vivid and interesting than real people or animation alone.

- When introducing abstract content such as culture, long paragraph of text might be dull to read on mobile phone. Besides infographic and video, visual of real people with animation was a new method to try.

US Thanks giving day holiday notice: Real people combined with animated turkeys and other fun stuff

US Thanks Giving Day (Video) Link Reads: 6,231 Likes: 63
UK Education related WeChat account posted Great Experience series, sharing user-generated-content from alumni with different topics.

The content, covering all aspects of overseas life, attracted alumni and future students.

CIC POV

- Use an interesting and specific (but small) scene as an entry point (such as food) to discuss the shared memory/experience rather than tell one’s life day to night.

- Organizing shared memories and useful information together to attract alumni, current students, and future students.

- More topics such as travel, entertaining could be implemented in the future.

Series Performance:
- Total No. of Post: 4
- Total No. of Reads: 30,549
- Total No. of Likes: 224
- Total No. of Shares: 647